



AMOR

POUR HOMME

Transforming a fallen brand to #1

(cacharel)

Universal McCANN

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The issues:

A **fallen** brand in Mexico

Old and not **appealing** to target audience

Not only a **cluttered** category, but **dominated** by a **strong brands**

Five times **less** budget than the category leader



The goal:

Launch Amor Amor Pour Homme in Mexico targeting late teens in urban areas of Mexico

The fact / The insight:

Men in their early 20s trust on their women's advice to look good

Go through her to get him

cacharel



When



All activities linked with
February 14th 2007

How



The Insight:
Go Through
her to get him



Presence in hot restaurants and bars
Events in clubs
Promotion
SMS
POS
Outdoor media
Live pod casting
On line cam
Free PR

What

The Amor Amor set of six Parties with DJ Micheal Kaiser from Le Queen in Paris

Strong segmentation leveraging on clubs, bars and restaurants in specific areas of Mexico City to promote the event

While building interest for the event, POS was used as the activator to give away information & tickets for the parties, making interaction with the product



The strategy:
Build fun moments
and experiences
for couples to enjoy

Results

Amor Amor pour Homme became # 1 in sales in key stores for L'Oréal (Palacio de Hierro and Liverpool); # 2 and # 3 consecutively in Monterrey and Guadalajara.

The obtained free PR, which surpassed \$500k usd in soft value for L'Oréal in 8 weeks, included brand presence in E! Entertainment, Quien Magazine, Vogue Mexico and Chilango Magazine

Results

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